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Special initiatives prompt strong financial support for campaign

Furman University

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Rusts' Furman connection runs deep

LISA LEE RUST '87 AND HER HUSBAND, KENNETH, are parents of two current Furman students, James '11 and Jordan '13. But their connection to the university extends even further.

Lisa's father, Robert Lee, is a member of the Class of 1958, and Kenneth and Lisa are current members of the Parents Council. Even though Kenneth is not an alumnus (he attended North Carolina State), he has many fond memories of Furman from the years he courted Lisa.

As Lisa points out, "Furman has always been a special part of our family. I can't say enough about my time at Furman, particularly the long-lasting friendships, the nurturing education, and the meaningful experiences such as being part of the Furman Singers."

As business owners based in Lumberton, N.C. — they operate seven McDonald's franchises — the Rusts understand the importance of planning carefully and anticipating future needs. With this in mind, they have decided to include the university in their estate plans.

In doing so, they hope to encourage other alumni, parents and friends to consider leaving a lasting legacy. Kenneth says, "It matters to us that our gifts will last beyond our lifetimes and we can leave a lasting impression



on a place of such significance. Lisa could not have attended Furman without the generosity of those who provided scholarships, so it gives us great joy to be able to help future students in a similar way."

Contact steve.perry@furman.edu, (864) 294-2458, to learn more about planned giving opportunities.

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THE \$400 MILLION BECAUSE FURMAN MATTERS CAMPAIGN has passed the \$300 million mark in gifts and pledges, and in recent months specific aspects of the campaign have done extremely well.

■ **FURMAN UNITED**, the two-year effort to raise funds for students experiencing economic hardship caused by the recession, continues to benefit from exceptional support. The program's goal is to secure \$400,000 for 2009-10 and an additional \$400,000 for 2010-11, all of which will go directly to financial aid. For 2009-10 the university has received \$375,000, which has provided aid to 107 students. For 2010-11 Furman has already received more than \$180,000. To learn more and see student profiles about the program's impact, visit www.myfurmangift.com.

■ **THE LILLY CENTER FOR VOCATIONAL REFLECTION** began nine years ago thanks to a major grant from the Lilly Foundation, Inc. The center provides resources for students, faculty and alumni to reflect upon vocational choices, encourages open dialogue among individuals of differing disciplines and beliefs, and promotes social action.

Furman is working to raise \$3 to \$5 million to permanently endow the Lilly Center. A task force headed by Peggy Ellison Good '67 and Leighan Rinker, former chair of the board of trustees, is leading this effort, with commitments to date totaling almost \$400,000. Leighan Rinker and her husband, David, have agreed to match, dollar for dollar, all new gifts to the center's endowment up to \$160,000. Contact susan.bradley@furman.edu, (864) 294-3693, to learn more.

■ **THE DRIVE TO ESTABLISH** the Bingham L. and Judy Vick Professorship in Music, which honors the retiring director of the Furman Singers and his wife, has surpassed \$600,000 toward its \$1 million goal. To further this effort, an anonymous donor has pledged to match all gifts of \$1,000 or more, up to a total of \$100,000, through June 30. Contact betsy.moseley@furman.edu, (864) 294-3491, to learn more.